

Acquiring Funding & Supplies: A Few More Ideas

Coaching Members and/or Youth

In most cases, *Roadmap* participants (whether they're members or youth) should be doing most of the fundraising for their service projects. Members can also gain additional fundraising skills by being responsible for any supply or resource acquisition necessary during the youth facilitation portion. This is a valuable learning opportunity for members and youth and it's also important to ensure that they are representing your project and organization well.

Here are a few ideas to help coach and guide members and/or youth:

- ⇒ Training on fundraising for your members. Such training could cover the logistics of fundraising for your project, such as how to track contacts and donors, as well as help members feel more comfortable with asking for donations by role-playing asking situations or having them develop "scripts" for asking situations. Members could also facilitate an abbreviated version of the training with youth once they are in the project planning phase.
- ⇒ Members and youth develop scripts for the "ask." Encourage them to rehearse. Asking for donations can be challenging, particularly for those without experience doing so. The more comfortable they feel with what they're going to say/do, the easier the actual ask will be for them.
- ⇒ Help members and youth see the bigger picture of the impact of their fundraising. This can be done by asking a series of questions that can assist them in seeing beyond the specific donation being requested to viewing all contacts as potential partners. (e.g. What do we want from this potential donor now? Is there anything else they may be able to help us with for this project? What can we provide them?)

Utilizing the Internet

The Internet is a valuable resource for many aspects of fundraising. Research on potential corporate donors and/or grant makers is easily accomplished online, as well as research for new funding opportunities. All of the resources listed on the Resources for Acquiring Funding and Supplies are online.

Additionally, service projects can be promoted online in a variety of ways. Consider listing your project on a social action platform (see a comparison of popular platforms at <http://www.socialactions.com/platforms/fees>). These platforms can be compared to networking sites such as Facebook or MySpace, only they focus on non-profits. Many of them also focus on fundraising by allowing users to donate easily through the websites.

There are many other ways to creatively promote your service projects online that can help with fundraising efforts. Consider seeing if a member or youth participant is interested in keeping an online journal (or blog) of the CE process. This can help donors and volunteers feel more connected to the project while increasing awareness. (It can also help give a clearer picture of what the CE process looks like for potential partners and even during member recruitment.)

Creative Alternatives

Encouraging members and youth to think of creative alternatives can lessen the need for extensive fundraising and help ensure that service projects happen even if fundraising goals are not met. Creative alternatives are particularly useful during the facilitation of the *Roadmap*, which can allow more resources to be devoted to service projects. Here are a few ideas on ways to encourage creativity:

- ⇒ Encourage members and youth to develop wish lists of supplies, but also have them think about what on their lists they truly need to make the service project happen.
- ⇒ Encourage members and youth to think about different ways to use the supplies readily available to them. (e.g. What resources are available through your project site and/or youth partner? Can those resources be used to accomplish the same goals as a new or donated resource?)
- ⇒ During facilitation of the curriculum, encourage members to develop alternative activities if supplies aren't readily available for some of the activities in the *Roadmap*. **Remember that all alternative activities need to be approved by Program Coordinators prior to use.** The Curriculum Adaptation Form organizes necessary information so that getting approval is quick and easy.